PROMOTED VOLUME

PARLIAMENT 1994 SECOND REVISED
PROMOTED VOLUME

	PROGRAM COST	UNITS MOVED	COST PER M
FIRST QUARTER			
MARCH B1G1F	$311	8.00	$38.88
MARCH STUFFER	$180	NO UNITS MOVED	
CATALINA	$300	8.04	$37.31
FEB DM	$930	91.62	$10.15
RESORT TEST	$443	1.00	$443.00
	$2,164	108.66	$19.92
SECOND QUARTER			
APRIL DM	$238	9.12	$26.10
JUNE DM	$724	52.21	$13.87
JUNE 2 PK	$207	8.00	$25.88
	$1,169	69.33	$16.86
THIRD QUARTER			
JULY FSI	$0	NO UNITS MOVED	
RAPID RESPONSE	$151	1.20	$125.42
AUG 2 PK	$581	16.00	$36.31
AUG DM	$236	11.40	$20.70
JULY STUFFER	$446	21.00	$21.24
	$1,414	49.60	$28.50
FOURTH QUARTER			
OCT STUFFER	$307	21.00	$14.62
OCT DM	$751	37.18	$20.20
	$1,058	58.18	$18.19
TOTAL	$5,805	285.76	$20.31
% PROMOTED		9.48%	
ADVERTISING	$11,970		
RESORT PROGRAM	$1,780		
MULTICORP RETAIL	$600		
BURNETT-DATABASE	$180		
1993 PROMOTIONS	$700		
MULTICORP DM	$200		
PERM POS	$365		
PACKAGE DESIGN	$100		
	$21,700		

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Source: https://www.industrydocuments.ucsf.edu/docs/lknm0004